



General Managers of the Future Program

Mae Fah Luang University Executive Development Program ,

January 27 - 31, 2020

The Hospitality industry in the Greater Mekong Subregion is experiencing rapid growth. In Thailand presently 143 new hotels are under development with a total of 33,855 keys, set to enter the market over the next 5 years.



In Myanmar 56 new properties are due to open in the next 2 years and in Cambodia the Tourism Ministry emphasized that Cambodia needs 100,000 more hotel rooms in the next decade or so due to rising tourist numbers.

Consequently hotel organizations, be they transnational, regional, national, and SME organizations will need to meet the rising demand for hospitality services with executives who have leadership skills, like strategic planning, apply best practices, maximize revenue generation and reduce human resources turnover.

Mae Fah Luang University was recently graded by the Times Higher Education World University Rankings as one of the 2 top universities in Thailand and is now developing executive programs to enhance the philosophy of lifelong learning.

The Times Higher Education World University Rankings	
Top Thai universities in the global survey	
601-800	► Mae Fah Luang University
"	► Mahidol University
801-1,000	► Chulalongkorn University
1,000 plus	► Suranaree University of Technology
"	► King Mongkut's University of Technology Thonburi



Its School of management is developing programs for ongoing, voluntary and self-motivated pursuit of knowledge, not only enhancing personal development ,but also self-sustainability, competitiveness and employability with programs like:

“Aspiring General Managers of the Future”

This program will focus on enhancing the strategic planning and leadership capabilities of senior hospitality executives and consequently support relevant organizations and associations in their efforts to deliver hospitality in a professional manner in order to continue delivering quality service.



Most senior hospitality executives rose through the ranks and were promoted based on experience, but have little or no advanced education. They will want relevant specific and workable solutions to real-world, real-time demands.

MFU has designed such a program on strategic, property-level issues to mold decision makers into strategic thinkers, Participants will concentrate on hotel-management issues and work collaboratively to expand the foundation of their knowledge and find innovative answers to old and new challenges.

Topics to be taught by the MFU faculty members and several guest lecturers are, and open to further input, based on available MFU lecturers' expertise, in alphabetic order

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| 1. Cross Cultural Management | 6. Leadership techniques for future generations |
| 2. Customer Relations Management | 7. Managing Sustainable Change |
| 3. Innovative & Holistic Marketing techniques | 8. Risk & Crisis Management |
| 4. Financial Management | 9. Strategic Thinking techniques |
| 5. Human Resources Management | 10. Sustainable Hospitality Management |



The participants take-away will be a more comprehensive knowledge of the future challenges in hospitality management, enhanced by sharing ideas and solutions with a group of regional peers.

The program is developed and designed with the challenges of Cambodia, Laos, Myanmar and Thailand hospitality industries in mind,

This will be a one-week program with two-way dialogues by MFU's faculty experts, guiding interactive class room discussions and informal breakaway chat sessions, all related to the current issues in the industry.

Classes will take place in the University class room environment and access to the Library and MFU's internal data base of hospitality research and knowledge is provided.

MFU overlooks the hills of Chiang Rai and participants will be lodged in single rooms of MFU's Wanasom Resort with breakfast and luncheon F&B services provided.



Who should attend?

- ✓ Owners and/or Owner-representatives, who realize that managing hotel routines are changing.
- ✓ General Managers, who want to be better prepared for future opportunities.
- ✓ Senior Executives with Department head experience, getting ready for the big promotion to "GM".

Outcome:

- ✓ Augmented understanding of managing strategic growth and leadership skills.
- ✓ Enriched entrepreneurial and managerial qualities.
- ✓ Result orientated thinking based on multidisciplinary teamwork endeavors.
- ✓ Greater ROI for owners and augmented remuneration for executives.

Date(s): January 27 – 31, 2020

Fee(s): 34.000 Baht, including single room accommodation, and 10 coffee breaks, 5 breakfasts and 5 luncheon at MFU campus and farewell dinner

Program structure:

Date	Time	Topic	Lecturer	University
Monday, January 27, 2020	09:00 - 12:00	Risk & Crisis Management	Dr Bert van Walbeek	Mae Fah Luang University
	13:30 - 16:30	Managing & Sustaining Change	Professor J.S Perry Hobson *	Sunway University Malaysia
	19:00 - 21:00	Evening assignment		
Tuesday, January 28, 2020	09:00 - 12:00	Sustainable Hospitality Management	Professor J.S Perry Hobson	Sunway University Malaysia
	13:30 - 16:30	Leadership Methods & Skills	Dr Piyatida Painluprasidh	Mae Fah Luang University
	19:00 - 21:00	Evening assignment		
Wednesday, January 29, 2020	09:00 - 12:00	Cross Cultural Management	Dr Justin Kraemer	Mae Fah Luang University
	13:30 - 16:30	Strategic Thinking Methods	Dr Chai Ching Tan	Mae Fah Luang University
	19:00 - 21:00	Evening assignment		
Thursday, January 30, 2020	09:00 - 12:00	Customer Relations Management	Dr Bert van Walbeek	Mae Fah Luang University
	13:30 - 16:30	Innovative & Holistic Marketing	Dr Sarawut Ramjan *	College of Innovation - Thammasat University
	19:00 - 21:00	Evening assignment		
Friday, January 31, 2020	09:00 - 12:00	Financial management	Ajarn Dulyaluk Butkhunthong	Mae Fah Luang University
	13:30 - 16:30	Modern Human Resources practices	Ajarn Phuping Mano	Mae Fah Luang University
	19:00 - 21:00	Farewell & Certification Dinner		

Lecturers : Short introduction each

Ajarn Dulyaluk Butkhunthong

Dr Chai Ching Tan

Professor J.S Perry Hobson *

Ajarn Phuping Mano

Dr Justin Kraemer

Dr Piyatida Painluprasidh

Dr Sarawut Ramjan *

Dr Bert van Walbeek

Shorturl.at/kJW05





School of Management:

The School of Management, Mae Fah Luang University is recognized as one of Thailand's fastest growing and effective international business schools, constantly producing high quality graduates. All of the School's academic programs are well-constructed and suitable for both Thai and international students.

The School of Management offers extensive and diverse courses, using modern teaching approaches with support from computerized systems, to ensure the utmost benefit to the students. Moreover, the School's quality assurance system certifies the quality of education in crafting proficient graduates in each field of study.

Its vision is:

Crafting proficient graduates in each field of study to meet the needs of businesses, industries and government departments, throughout Thailand and abroad.

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Registration Deadline

Now until Wednesday 15th January 2020



Register Online

Shorturl.at/wFM01